

METHOD AND APPARATUS FOR ESTABLISHING A DISTRIBUTION NETWORK

ABSTRACT OF THE DISCLOSURE

5 A system, method, apparatus, and computer program code for distribution of “soft
goods” and other forms of electronic or digital content via a distribution network includes
motivating a distributor or other party in the network to establish one or more additional
distributors in the network. Motivation can be provided to a distributor to expand the
distribution network by providing an incentive, compensation or other benefit to a
10 distributor that helps establish another distributor in a network or searches for one or
more distributors that have characteristics or meet requirements associated with the
network.